PRINT-ON-DEMAND / SOLO SELLERS

Printify Profit Workbook

Price beyond the base cost.

Know what remains.

A practical workbook for Printify sellers. Follow the money from your sales channel to product production, shipping, selling charges and your next pricing decision.



THREE MOVES / ONE CLEARER MARGIN

01 **UNDERSTAND THE ORDER**
Keep store receipts separate from Printify charges.

02 **PRICE + CHECK THE COSTS**
Use real product, shipping and selling charges.

03 **PLAN THE NEXT STEP**
Set a sales goal and review the result.

PRODUCT / STORE

REVIEW PERIOD

START HERE / A PRACTICAL PROFIT ROUTINE

Follow both sides of a sale.

On integrated channels such as Etsy or Shopify, Printify and your selling channel handle different parts of the same order. Printify Pop-Up Store uses a different payment model.

YOUR ORDER MOVES THROUGH TWO DIFFERENT ACCOUNTS

01 / YOUR SALES CHANNEL

Customer payments, buyer-paid shipping, discounts, refunds, selling fees and any ad charges.

02 / PRINTIFY

A separate charge for production, provider shipping and applicable taxes or add-ons.

THE CLEAN COMPARISON

Seller receipts you retain − Printify charges − selling-channel charges − allocated order expenses = amount left after the counted costs.

THREE STEPS YOU CAN REPEAT EVERY MONTH

01 **RECORD THE REAL CHARGES**

Read Printify order and billing records and the settlement report from your selling channel.

02 **COMPARE PRODUCTS**

Check contribution per order, margin and which products earn enough after costs.

03 **REVIEW THE MONTH**

Deduct fixed expenses only once and choose one measured pricing or cost test.

STORE / CHANNELS I WILL TRACK

WORKBOOK GUIDE / 34 PRINTABLE PAGES

Your profit work, in order.

Use one working copy for a store or channel. Duplicate the tracking pages whenever you need more rows. All calculations use amounts you supply; sample figures are illustrations only.

01	Cover / seller details	01
02	How to use this workbook	02
03	Contents + page guide	03
04	Profit flow & definitions	04
05	Where to find actual charges	05
06	Product + variant cost worksheet	06
07	Shipping reconciliation	07
08	Sales channel fee audit	08
09	Advertising + other order costs	09
10	Choose a starting list price	10
11	Four sample product margins	11
12	One completed order worksheet	12
13	Product + provider catalog	13
14	Sales channel receipts log	14
15	Printify production log	15
16	Fees + advertising log	16
17	Product comparison dashboard	17
18	Discount + bundle planning	18
19	Monthly fixed costs	19
20	Monthly profit summary	20
21	Break-even & contribution	21
22	Monthly goal + next test	22
23	Actual results review	23
24	90-day action plan	24
25	Annual overview + sourcing notes	25

KEEP ONE COST BASIS

Shipping collected is revenue; Printify shipping is a cost. Record each payment, fee and refund once so the monthly result is not distorted.

SOURCE-PRESERVED WORKSHEETS 26–34 | OPEN

FOUNDATIONS / 01

What counts as profit?

Treat product-level contribution and monthly operating profit as different numbers. A positive order remainder does not mean the whole store is profitable.

MONEY COLLECTED BY YOUR SELLING CHANNEL

RECEIPTS	LESS	RESULT
Item sales + buyer-paid shipping	Discounts + refunds	Net seller receipts
Exclude marketplace tax remitted	Do not re-add payouts	One revenue basis

PER-ORDER CONTRIBUTION

Net seller receipts − Printify production − Printify shipping − applicable Printify tax you bear − selling fees − ads allocated to that order − other unit costs.

MONTHLY OPERATING RESULT

Sum of contribution from all orders − monthly plan, apps, domains and other unallocated business expenses. Keep income taxes and owner distributions separate.

TWO FORMULAS TO WRITE DOWN

ORDER CONTRIBUTION

= receipts − order costs

CONTRIBUTION MARGIN

contribution ÷ receipts

WHICH COSTS WILL I ALLOCATE PER ORDER?

FOUNDATIONS / 02

Find the numbers that are real.



Use transaction records and current product/provider quotes—not an assumed platform fee rate or an estimated selling price.

FOUR PLACES TO CHECK

01

PRINTIFY CATALOG

Product, provider, variant and delivery rates. Production prices can differ by size, color and print options.

02

PRINTIFY ORDERS / INVOICES

The actual production, shipping and applicable order charges Printify billed.

03

SALES-CHANNEL SETTLEMENT

Customer item and shipping receipts, discounts, refunds, marketplace and payment processing fees.

04

YOUR EXPENSE RECORDS

Ads, apps, domain, subscription, design, software and any returns or replacements you bear.

UNDERSTAND THE PAYMENT SPLIT

On integrated channels, the customer pays the store, then Printify bills production and shipping separately. Do not assume Printify simply subtracts its costs from the store payout.

OFFICIAL PRINTIFY REFERENCE PAGES

How Printify charges

How to calculate store profit

INPUT WORKSHEET / 03

Know your variant cost.

A small size, premium fabric, extra print area or different fulfillment partner can change the unit economics. Verify each relevant variant before publishing.

RECORD VARIANTS / ONE COST BASIS

PRODUCT / SIZE	PROVIDER	BASE	PRINT	SHIP	NOTES
T-shirt / S	Provider A	$10.50	Front	$5.90	Example
T-shirt / XL	Provider A	$11.25	Front	$5.90	Example
T-shirt / 2XL	Provider A	$12.70	Front	$5.90	Example

EXAMPLE FIGURES ARE NOT CATALOG PRICES

The $10.50–$12.70 production inputs above are hypothetical for practice. Check the live Printify quote for each product/variant and provider.

VARIANT I SHOULD PRICE SEPARATELY

HIGHEST COST VARIANT

ADDITIONAL PRINT OPTION

PRICE / FULFILLMENT ASSUMPTIONS

SHIPPING / TWO DIFFERENT NUMBERS

Shipping is both a receipt and a cost.

Count shipping paid by the buyer as seller revenue when you receive it; count Printify shipping as a separate fulfillment cost. Neither should disappear or be counted twice.

THE SHIPPING RECONCILIATION

BUYER PAYS	PRINTIFY BILLS	SHIPPING GAP
+$4.99	−$5.90	−$0.91

Illustration only: $4.99 buyer shipping − $5.90 provider shipping = a $0.91 shortfall. A $0 buyer shipping charge does not mean provider fulfillment is free.

YOUR SHIPPING CHECKS

ORDER / DESTINATION	BUYER CHARGED	PRINTIFY CHARGE	GAP
Domestic sample	$4.99	$5.90	−$0.91

DO NOT SUBTRACT THE GAP TWICE

If buyer shipping is already in net receipts, subtract the full Printify shipping cost. Do not also subtract the shipping gap as another expense.

SALES CHANNEL / ACTUAL FEE AUDIT

Which selling fees apply?

Etsy, Shopify and other channels can charge fees using different bases, including shipping, order totals and advertising. Use the charges reported for your order.

CHANNEL / SETTLEMENT DETAILS

CHANNEL / STORE

REPORTING PERIOD

FEE OR ADJUSTMENT	SOURCE / RATE BASIS	ACTUAL CHARGE
Listing / renewal	Account statement	
Transaction / platform	Account statement	
Payment processing	Account statement	
Offsite / promoted ads	Account statement	
Currency / regulatory fees	If applicable	
Other selling charge	If applicable	
TOTAL FEES	**Sum only distinct charges**	

AVOID A COMMON DOUBLE-COUNT

If your report shows a payout after a fee deduction, do not subtract the same fee again from that already-net payout. Choose gross receipts and itemized costs OR reconcile the net payout.

MARKETING / MATCH THE PERIOD

Allocate advertising fairly.

Some campaigns are charged by the order; others are a monthly spend. Pick one accounting basis and use it consistently in the monthly profit worksheet.

EXAMPLE AD-COST ALLOCATION

TOTAL AD SPEND	ATTRIBUTED ORDERS	PER ORDER
$120	40	$3.00

FORMULA

Attributed campaign spend ÷ orders credited to that campaign = attributed ad cost per order. This is a planning allocation, not proof of an ad platform's causal impact.

YOUR CAMPAIGNS / ONLY COUNT SPEND ONCE

CAMPAIGN	SPEND	ORDERS	AD COST / ORDER	PERIOD
Example campaign	$120	40	$3.00	Month 1

MONTHLY RECONCILIATION

If you allocate $120 across the 40 orders above, that same $120 must not also be deducted again as a separate marketing expense in the monthly statement.

PRICING WORKSHEET / A REAL STARTING RANGE

Price beyond the base cost.

Set a test price after you understand all relevant order costs. Selling-channel fees may change when the item price changes—recalculate before publishing.

LIST PRICE AND SELLER RECEIPTS

INTENDED ITEM PRICE

BUYER-PAID SHIPPING

PLANNED DISCOUNT / REFUND

EXPECTED NET SELLER RECEIPTS

ORDER COST CHECKLIST

COST TO ENTER	AMOUNT	CHECKED AGAINST
Printify production		$ / current variant quote
Printify shipping		$ / delivery destination
Marketplace / payment charges		Statement / current rules
Ads attributable to order		Campaign record
Other per-order costs		Order record
EXPECTED ORDER CONTRIBUTION		**Receipts – all listed costs**

IMPORTANT

A desired contribution is not a guaranteed outcome. Once you adjust the price, verify variable selling fees and check competitive value as well as demand.

WORKED EXAMPLE / FICTIONAL SELLER

Four products. Four remainders.

These are invented teaching inputs—not Printify Catalog quotes, current marketplace rates or expected results. The same receipt and cost formula applies to each row.

ALL VALUES IN US DOLLARS

PRODUCT	RECEIPTS	PRINT	SHIP	FEES	ADS	LEFT
T-shirt	30.99	10.50	5.90	2.25	3.00	9.34
Hoodie	54.99	23.00	8.80	4.30	5.00	13.89
Mug	22.99	5.75	6.60	1.60	1.50	7.54
Tote	28.99	8.20	5.50	2.10	2.00	11.19

T-SHIRT / ONE COMPLETED EXAMPLE

Seller receipts: $26.00 item + $4.99 buyer shipping = $30.99. After $10.50 production, $5.90 Printify shipping, $2.25 fees and $3.00 allocated advertising, the remaining amount is $9.34.

READ THE COMPARISON BEFORE DECIDING

T-SHIRT MARGIN

30.1%

HOODIE MARGIN

25.3%

TOTE MARGIN

38.6%

NOT ACCOUNTING NET PROFIT

The examples do not deduct subscriptions, overhead, income tax or unlisted returns. Compare product-level contribution first, then complete the monthly statement.

01 / ONE COMPLETED ORDER · ACTUAL CHARGES

One sale.
Two money flows.

Your customer pays the sales channel. Separately, Printify charges you to produce and ship the order. Record both flows once to see the amount left after the listed costs.

ORDER / DATE _____

PRODUCT / VARIANT _____

SALES CHANNEL _____

01 / STORE RECEIPTS

Item amount collected	$ _____
Shipping paid by buyer	$ _____
Less discounts not yet reflected	$ _____
Less refunds not yet reflected	$ _____

TOTAL SELLER REVENUE $ _____

Exclude sales tax collected and remitted for someone else. Use net figures only once.

02 / FULFILLMENT + FEES

Printify production + options	$ _____
Printify shipping charge	$ _____
Printify tax you actually bear	$ _____
Sales channel / payment fees	$ _____
Ads + other order costs	$ _____

TOTAL COUNTED COSTS $ _____

Copy charges from actual Printify and sales-channel records, not a guessed fee rate.

AMOUNT AFTER THESE ORDER COSTS

Seller revenue − counted costs

$ _____

DO NOT DOUBLE-COUNT THE MONEY

Buyer-paid shipping is a receipt; the Printify shipping charge is a cost. Do not subtract a marketplace fee already included in another total. Additional overhead, returns and income taxes can reduce final accounting profit.

REUSABLE RECORD / PRODUCT CATALOG

Know which provider makes it.

Use one row for each important item/variant/provider combination. Keep a date on your price check so an old quote does not quietly become your current cost.

PRODUCT AND PROVIDER REGISTER

PRODUCT / VARIANT	PRINT PROVIDER	OPTIONS	BASE $	SHIP $	CHECKED
Example T-shirt / S	Provider A	Front	10.50	5.90	2026-11-06

VERSION CONTROL TIP

If you switch fulfillment providers, sizes or print areas, add a new row and check the order economics again. Do not overwrite old recorded costs.

REUSABLE RECORD / SALES CHANNEL

Record what your customer paid.

Log item proceeds and buyer shipping from the sales channel. Keep refunds and discounts visible, and exclude any marketplace-collected tax remitted to an authority.

SALES-CHANNEL RECEIPTS / ONE ROW PER ORDER

ORDER / DATE	PRODUCT	ITEM $	SHIP IN $	ADJUST $	NET RECEIPTS $
EX-001	T-shirt	26.00	4.99	0.00	30.99

Net receipts here = item amount + buyer shipping − discounts and refunds not already reflected. Maintain a consistent basis with your channel report.

REUSABLE RECORD / PRINTIFY FULFILLMENT

Record the production charges.

Printify sends a separate order charge for product production and fulfillment. Enter the amount actually billed for each order, including applicable extras.

PRINTIFY PRODUCTION + SHIPPING REGISTER

ORDER / DATE	ITEM / PROVIDER	PRODUCE $	SHIP $	TAX + EXTRAS $	TOTAL $
EX-001	T-shirt	10.50	5.90	0.00	16.40

SOURCE AND TIMING

Use the actual invoice/order amount rather than assuming that the original store payout already covers the Printify production bill.

REUSABLE RECORD / SELLING CHARGES

Fees, ads and other costs.

This ledger helps you separate costs that belong to an individual order from costs already recorded once at the monthly level.

ONLY UNIQUE CHARGES / SAME REPORTING PERIOD

ORDER / DATE	TYPE	CHARGE $	SOURCE	COUNTED IN
EX-001	Channel fee	2.25	EX-001	One order

BEFORE TRANSFERRING TO A TOTAL

If ad spend is fully allocated per order, do not deduct the full campaign spend again. If a channel payout is already net of fees, do not subtract the fees twice.

RESULTS / PRODUCT COMPARISON

Compare the amounts retained.

Use a consistent cost basis across products. The strongest revenue generator is not necessarily the product that contributes the most after costs.

PRODUCT-LEVEL COMPARISON

PRODUCT	RECEIPTS	LEFT / SALE	MARGIN	ORDERS	TOTAL LEFT
T-shirt	30.99	9.34	30.1%	40	373.60
Hoodie	54.99	13.89	25.3%	8	111.12
Mug	22.99	7.54	32.8%	12	90.48
Tote	28.99	11.19	38.6%	10	111.90

TWO DIFFERENT QUESTIONS

HIGHEST MARGIN / TOTE

38.6% in this example: useful for comparing unit efficiency, not total contribution.

HIGHEST TOTAL / T-SHIRT

$373.60 across 40 orders: more aggregate contribution despite a lower margin.

WHAT I WILL CHANGE IN MY PRODUCT MIX

PRICING DECISION / DISCOUNTS + BUNDLES

A promotion changes the math.

Check the actual promotional checkout price and order-level charges before assuming that a sale or bundle improves your business.

ILLUSTRATIVE DISCOUNT / ONE ITEM

NORMAL ITEM PRICE	20% EXAMPLE SALE	PRICE DIFFERENCE
$26.00	$20.80	−$5.20

WHAT YOU STILL HAVE TO RECALCULATE

Buyer shipping collected, production, provider shipping, marketplace fees that vary with sale price, returns and allocated ads. A 20% discount here is an arithmetic illustration—not a standard.

YOUR DISCOUNT / BUNDLE TEST

DECISION INPUT	NORMAL OFFER	TEST OFFER
Checkout revenue / receipts		
Printify production + shipping		
Channel fees + ads		
Other order cost		
Remaining after counted costs		

WHAT BUYER BENEFIT AM I TESTING?

MONTHLY COSTS / OUTSIDE THE ORDER

Account for fixed costs once.

Subscription plans, software, domains and design expenses still matter even when every individual Printify order leaves money after production and fees.

YOUR MONTHLY EXPENSE RECORD

FIXED / UNALLOCATED EXPENSE	BILLING FREQUENCY	MONTHLY BASIS
Printify Premium (if subscribed)		
Store / platform plan		
Apps / email / subscriptions		
Design & software tools		
Domains / websites		
Other business overhead		
TOTAL MONTHLY FIXED COST		

DO NOT DOUBLE-COUNT A SUBSCRIPTION

If a Printify Premium plan charge appears in this table, do not also allocate it to orders and deduct it again. Compare with any documented product-cost discount using actual quotes.

MONTHLY COST DECISION

COST TO REVIEW

NEXT BILLING / DECISION DATE

MONTHLY SUMMARY / ONE CONSISTENT BASIS

What did the month leave?

Bring together your actual receipts, unique order costs and fixed expenses. This is a practical operating estimate, not a tax return or complete accounting statement.

MY MONTH / YOUR ACTUAL FIGURES

MONTH / YEAR

CHANNEL / STORE

MONTHLY LINE / BE CONSISTENT	AMOUNT $
Net sales-channel receipts	
Printify production + add-ons	
Printify shipping	
Printify tax borne by seller	
Distinct platform / payment fees	
Advertising not already allocated	
Refund / replacement costs not counted above	
OTHER ORDER COSTS	
TOTAL ORDER CONTRIBUTION	
Fixed / unallocated business expenses	
ESTIMATED MONTHLY OPERATING REMAINDER	

CALCULATION RULE

Operating remainder = net seller receipts − unique order costs − fixed/unallocated expenses. Never use the same charge in two rows.

BREAK-EVEN / BEFORE A PROFIT GOAL

How many orders cover overhead?

Use the amount each order contributes after its own costs but BEFORE fixed monthly expenses. A zero or negative contribution needs a different plan.

PRACTICE WITH THE FICTIONAL T-SHIRT

MONTHLY OVERHEAD	LEFT PER ORDER	BREAK-EVEN ORDERS
$20	$9.34	3

FORMULA

Break-even orders = round UP (monthly fixed costs ÷ average order contribution). In the illustration: $20 ÷ $9.34 = 2.14… so at least 3 orders are needed.

YOUR BREAK-EVEN INPUTS

MONTHLY FIXED COSTS

AVG CONTRIBUTION PER ORDER

BREAK-EVEN ORDERS (ROUND UP)

ORDERS ACTUALLY SOLD

A PROFIT GOAL IS A SEPARATE CALCULATION

ORDERS FOR A TARGET OPERATING REMAINDER

Round UP [(monthly fixed costs + target monthly operating remainder) ÷ average contribution per order]. Verify that your input already accounts for all appropriate variable costs.

02 / MONTHLY TARGET · NEXT TEST

Turn the remainder *into a plan.*



Plan from the amount left after the same costs on each sale, then check actual results. A sales target is a planning tool—not a prediction of demand.

MONTH / YEAR

STORE / CHANNEL

REVIEW DATE

SET THE FIGURES

AFTER-COST AMOUNT PER SALE

$

Use one consistent cost basis

MONTHLY AFTER-COST TARGET

$

A target, not a sales forecast

SALES NEEDED / MONTH

#

Round up to whole orders

CONTRIBUTION GOAL = MONTHLY TARGET ÷ CONTRIBUTION PER ORDER

For operating profit, add unallocated fixed costs to the target first (see p.33). Round up.

WHAT DESERVES A CLOSER LOOK?

PRODUCT WITH THE CLEAREST MARGIN

COST I SHOULD VERIFY AGAIN

SOURCE OF REAL ORDER DATA

CHANGE I WANT TO TEST

ONE MEASURED ACTION

I will test

I will measure

Review on

Decision based on

MONTH-END REVIEW / MEASURE, THEN DECIDE

Let your actual orders lead.

Monthly records are evidence, not a promise about next month. Compare the same period and cost basis before changing a price or campaign.

WHAT THE MONTH SHOWED

MEASURE	THIS MONTH	PREVIOUS MONTH	OBSERVATION
Orders completed			
Net receipts			
Order contribution total			
Operating remainder			
Highest contributor			
Most uncertain cost			

ONE CHANGE TO INVESTIGATE

WHAT APPEARS TO BE WORKING?

WHICH NUMBER MAY BE MISLEADING?

NEXT REVIEW PROMPT

Compare a single test with similar products and periods. Save the earlier figures in case you reverse the decision.

ACTION PLAN / A WORKING 90 DAYS

Three measured moves.

Use the month-end numbers, then decide what to change and what to leave alone. Keep sales goals separate from predictions.

CHOOSE ONE PRIORITY FOR EACH 30-DAY PERIOD

DAYS 1–30

Confirm the numbers

Reconcile receipts, Printify invoices, selling fees and ads. Identify the most material uncertain input.

DAYS 31–60

Test one lever

Change one price, shipping rule, provider choice or campaign allocation. Record the exact before/after basis.

DAYS 61–90

Review and repeat

Compare resulting contribution and total operating remainder. Keep what helped; choose the next test.

OWNER / REVIEW DATE / SUCCESS METRIC

ANNUAL VIEW / A REUSABLE CLOSING PAGE

The year at a glance.

Transfer each month's totals here using a consistent cost basis. Different product mixes, ad spend, refunds and subscriptions can change the story month to month.

12-MONTH OPERATING PICTURE

MONTH	ORDERS	NET RECEIPTS $	ORDER CONTRIB. $	OPERATING LEFT $
Jan				
Feb				
Mar				
Apr				
May				
Jun				
Jul				
Aug				
Sep				
Oct				
Nov				
Dec				

SOURCING / PRODUCT IDEAS FOR NEXT YEAR

SOURCE-PRESERVED TOOL / 01

Is Premium worth the cost?



Restore the original plan comparison. Use your actual subscription bill and verified product discounts.

FREE VERSUS PREMIUM / ACTUAL NUMBERS

FREE PLAN

No Premium subscription charge. Use the standard product base cost shown for the exact variant and provider.

PREMIUM PLAN

The subscription may discount eligible catalog products. Confirm your actual plan bill and discounted prices; shipping is separate.

ESTIMATE YOUR REAL SAVINGS PER PRODUCT

PRODUCT / SKU	FREE BASE $	PREMIUM $	SAVE / UNIT	ORDERS / MO

THE BREAK-EVEN FORMULA

Monthly savings = sum of (units × savings per unit). Break-even orders = round up (plan expense ÷ average savings per order). Confirm the actual discounts before subscribing.

MY DECISION / CURRENT ACCOUNT QUOTES

MONTHLY PLAN EXPENSE _____

MONTHLY SAVINGS _____

NET BENEFIT (+/-) _____

Illustration: $39 plan ÷ $2.40 average savings per order = 16.25 → 17 orders to cover the plan. Actual discounts, qualifying SKUs and prices can differ.

SOURCE-PRESERVED TOOL / 02

Shipping by item & region

Restore first-item and additional-item rates, with the important exception that not every multi-product order qualifies for a reduced additional-item rate.

A MATCHED TWO-ITEM EXAMPLE / ILLUSTRATIVE ONLY

FIRST-ITEM SHIP	ADDITIONAL SHIP	TWO-ITEM TOTAL
$4.75	$2.40	$7.15
Example Printify rate	If this order qualifies	4.75 + 2.40

WHEN THIS FORMULA DOES NOT APPLY

Different product types or providers—and some bulky items—may be billed at multiple first-item rates. Use the actual order quote rather than assuming discounted shipping.

MY CONFIGURED SHIPPING RATES

PRODUCT / SKU	PROVIDER	DESTINATION	FIRST $	EXTRA $	ELIGIBLE?

RECONCILE ONE ORDER

ITEM QUANTITY	PRINTIFY SHIP CHARGE $	BUYER-PAID SHIPPING $

Eligible same-rate items only: estimated shipping = first-item charge + (quantity − 1) × additional charge. Buyer shipping is a receipt; Printify shipping is a cost. Count neither twice.

SOURCE-PRESERVED TOOL / 03

Compare selling channels

The same Printify item can produce different remainders on Etsy, Shopify or an independent store. Compare actual order charges and each channel's separate fixed costs.

USE THE SAME PRODUCT, PRICE BASIS AND PERIOD

One currency throughout the workbook. Exclude tax collected and remitted for others from seller revenue. Fees can be assessed on different bases; use account statements, not assumed percentages.

SAME ITEM / THREE SALES CHANNELS

INPUT / RESULT	ETSY	SHOPIFY	OWN STORE
Item price + buyer shipping			
Printify product + shipping			
Transaction + processing fees			
Other order fees and ads			
ORDER CONTRIBUTION			
Monthly fixed cost allocated			
After allocated fixed cost			

EFFECTIVE FEE PERCENTAGE / EACH CHANNEL

CHANNEL / ORDER	RECEIPTS $	ACTUAL FEES $	FEE % = FEES / RECEIPTS

Historical Maple Lane illustration: a $24 tee showed $2.73 in Etsy fees and $1.00 on another channel before monthly fixed expenses. Those figures are not current rate quotes.

SOURCE-PRESERVED TOOL / 04

Price for a target margin

Restore the original backwards-pricing calculation. Solve for the required seller receipts, then decide how much of that total is item price versus shipping charged to the buyer.

REQUIRED SELLER RECEIPTS

$$\frac{(\text{base} + \text{ship} + \text{flat fees} + \text{other fixed/order costs})}{1 - \text{variable fee rate} - \text{target contribution margin}}$$

All rates are fractions (e.g. 9.5% = 0.095). This is an estimate, not a live fee quote.

HISTORICAL MAPLE LANE TEE / WORKED EXAMPLE

BASE + SHIP + FLAT
$14.70
9.50 + 4.75 + 0.45

BREAK-EVEN PRICE
$16.25
14.70 ÷ 0.905

30% TARGET PRICE
$24.30
14.70 ÷ 0.605

MY PRICE WORKSHEET

PRINTIFY PRODUCT BASE COST

PRINTIFY SHIPPING FOR ORDER

FLAT FEES PER ORDER

ADS AND OTHER PER-ORDER COSTS

VARIABLE FEE % OF RECEIPTS

DESIRED CONTRIBUTION MARGIN %

REQUIRED SELLER RECEIPTS $

BUYER-PAID SHIPPING (IF ANY) $

TWO VALIDITY CHECKS

If fee rate + target margin ≥ 100%, this formula has no positive solution. For the item listing price, subtract any buyer-paid shipping from required seller receipts, then verify each fee's actual charge basis.

SOURCE-PRESERVED TOOL / 05

Calculate fees & margin

Restore the reusable effective-fee and per-product margin/verdict fields, while making the denominator and cost basis explicit.

WHAT PERCENTAGE DID THE CHANNEL ACTUALLY TAKE?

Effective channel fee % = unique selling and processing fees ÷ seller receipts × 100. Do not count fees already reflected in net payouts again.

ORDER / SKU	RECEIPTS $	FEES $	EFFECTIVE FEE %	NOTES

WHICH PRODUCT KEEPS THE MOST AFTER ITS COSTS?

Contribution margin % = contribution ÷ seller receipts × 100, provided receipts are positive. Use the same cost basis for every row.

PRODUCT / SKU	RECEIPTS $	PRINT + SHIP $	FEES + ADS $	LEFT $	MARGIN %

A VERDICT GROUNDED IN YOUR OWN RECORDS

Strong contribution after counted costs still must cover subscriptions, overhead and unlisted refunds. Mark the SKU to improve on page 31—no universal margin grade is assumed.

SOURCE-PRESERVED TOOL / 06

Rank products by profit

Restore the original best-seller ranking and familiar Maple Lane illustration. The metric is total product contribution, not accounting net profit after fixed expenses.

ORIGINAL MAPLE LANE ILLUSTRATION / AMOUNTS UNCHANGED

PRODUCT	UNITS	LEFT / UNIT $	TOTAL LEFT $	MARGIN %	RANK
Tee	40	7.02	280.80	29.3	1
Tote	35	7.09	248.15	27.3	2
Mug	40	4.25	170.00	22.4	3
Journal	25	3.28	82.00	13.7	4

TOTAL SOURCE-EXAMPLE CONTRIBUTION

40 × 7.02 + 35 × 7.09 + 40 × 4.25 + 25 × 3.28; corrected from the original rounded $780 summary.

$780.95

MY RANKED PRODUCT RESULTS / THIS MONTH

PRODUCT / SKU	UNITS SOLD	LEFT / UNIT $	TOTAL LEFT $	RANK

A DECISION BASED ON MY RESULTS

PROTECT / PROMOTE MY STRONGEST SKU

TEST / REPAIR MY WEAKEST SKU

Formula: total product contribution = units sold × contribution per unit. Keep the same attribution and refund basis across products.

SOURCE-PRESERVED TOOL / 07

AOV, demand & six-month trend

Restore average order value and the original six-month margin trend, plus a clearer demand indicator for print-on-demand listings.

AVERAGE ORDER VALUE (AOV)

Seller receipts ÷ orders

Use completed orders, not units. Example: $787 ÷ 34 orders = $23.15.

LISTING VELOCITY

Units sold ÷ active listings

A POD demand signal, not traditional inventory sell-through. Compare equal time periods.

SIX MONTHS / USE THE SAME ACCOUNTING BASIS

MONTH	ORDERS	UNITS	RECEIPTS $	AOV $	LEFT $	MARGIN %

MONTH-END PRODUCT SIGNALS

MOST PROFITABLE SKU

LEAST PROFITABLE SKU

SALES PER ACTIVE LISTING / SAME PERIOD

ONE CHANGE TO MEASURE NEXT MONTH

AVOID A FALSE “SELL-THROUGH PERCENTAGE”

Printify inventory is typically made on demand. Units sold divided by the number of active listings can exceed 100%; label it listing velocity rather than conventional inventory sell-through.

SOURCE-PRESERVED TOOL / 08

Two kinds of monthly goals

Fix the original draft's ambiguity: a goal measured before fixed expenses requires different order math from an operating-income goal measured after fixed expenses.

CONTRIBUTION GOAL / BEFORE MONTHLY FIXED EXPENSES

Orders = ceil (monthly contribution target ÷ avg order contribution)

Use only when the target means contribution before unallocated monthly expenses.

OPERATING-INCOME GOAL / AFTER MONTHLY FIXED EXPENSES

Orders = ceil [(monthly operating target + fixed costs) ÷ avg order contribution]

Do not add fixed costs again when they are already allocated inside the per-order input.

THE SAME SAMPLE HAS TWO DIFFERENT ANSWERS

AVG LEFT / ORDER

$9.34

Example T-shirt

CONTRIBUTION $100

11 orders

ceil(100 ÷ 9.34)

OPERATING $100

13 orders

ceil(120 ÷ 9.34)

For the operating example, fixed expenses are $20/month. Eleven sales leave $102.74 contribution but only $82.74 after fixed costs, so 13 are needed to reach $100 operating result.

MY MONTHLY TARGET / SELECT THE CORRECT BASIS

AVERAGE CONTRIBUTION PER ORDER

UNALLOCATED MONTHLY FIXED COSTS

CONTRIBUTION GOAL (BEFORE FIXED)

OPERATING GOAL (AFTER FIXED)

Round up to whole orders. If average contribution is zero or negative, revise the plan instead of dividing. Targets are not demand forecasts.

SOURCE-PRESERVED TOOL / 09

Five levers. One measured plan.

Restore the original five-lever diagnostic and 90-day target-product planning fields, with realistic estimates instead of guaranteed margin improvements.

MY IMPROVEMENT SHORTLIST

LEVER	EVIDENCE / CURRENT	ONE SPECIFIC TEST	MEASURE / DATE
Price			
Product base cost			
Shipping / bundles			
Channel fees			
Product mix			

MY 90-DAY COMMITMENT / PUT THE SKU IN THE PLAN

CURRENT AVG MARGIN %

DESIRED / TEST MARGIN %

FIRST TARGET SKU

PERIOD	TARGET PRODUCT	SPECIFIC ACTION / LEVER	EXPECTED GAIN
Days 1–30			
Days 31–60			
Days 61–90			

EVIDENCE BEATS A PROMISE

Record the actual result. Keep the baseline, and change one assumption if a test fails.